

Rep Order# 9834782 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 10/02/2012 8:20 AM
Last Received: 10/01/2012 3:04 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

63113

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

***** Contract Coversheet *****

V.3 10/1

REVISED PRODUCT TO CORRECT CANDIDATE

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--- CONTRACT COMMENT ---

FRIENDS OF SHERROD BROWN *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 10/1
REVISED PRODUCT TO CORRECT CANDIDATE
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----								
	1	TU-F,M	7A-8A	EARLY SHOW	:60	\$380.00	10/02-10/08	5 P3	1	5	\$1,900.00	
	2	TU-F,M	4P-430P	NEWS	:60	\$750.00	10/02-10/08	5 P3	1	5	\$3,750.00	
	3	TU-F,M	7P-730P	INSIDE EDITION	:60	\$1,300.00	10/02-10/08	5 P3	1	5	\$6,500.00	
	4	TH	10P-11P	ELEMENTARY	:60	\$5,000.00	10/04-10/04	1 P3	1	1	\$5,000.00	
	5	F	10P-11P	BLUE BLOODS	:60	\$3,200.00	10/05-10/05	1 P3	1	1	\$3,200.00	
	6	TU	8P-9P	NCIS	:60	\$7,000.00	10/02-10/02	1 P3	1	1	\$7,000.00	*
	7	SU	9P-10P	GOOD WIFE	:60	\$4,800.00	10/07-10/07	1 P3	1	1	\$4,800.00	
	8	W	8P-9P	SURVIVOR	:60	\$7,000.00	10/03-10/03	1 P3	1	1	\$7,000.00	
	9	TH	8P-9P	BIG BANG/RULES	:60	\$7,600.00	10/04-10/04	1 P3	1	1	\$7,600.00	
	10	SA	8A-9A	SAT EARLY SHOW	:60	\$450.00	10/06-10/06	1 P3	1	1	\$450.00	

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Product SHERROD BROWN
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Buyer MIKE DETTORE
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1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	SA	9A-10A	SAT EARLY SHOW	:60	\$450.00	10/06-10/06	1 P3	1	1	\$450.00	
	12	SU	10A-1030A	NEWS	:60	\$900.00	10/07-10/07	1 P3	1	1	\$900.00	
	13	SU	930A-10A	NEWS	:60	\$900.00	10/07-10/07	1 P3	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 25 / \$49,450.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$49,450.00

Sales Totals: 25 / \$49,450.00

Station Totals: 25 / \$49,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$123,625	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	19%
		WKRC	40%	WLWT	30%	WSTR	0%	WXIX	11%		

---COMPETITIVE COMMENTS---

WKRC = 49450

WCPO = 23350

WLWT = 37000

WXIX = 14000

TTL = 123800

Books null
Demos RA35+

Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 63113												
Line: 1												
10/03/12	Wednesday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	1	MWASH
10/04/12	Thursday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	2	MWASH
10/05/12	Friday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	4	MWASH
10/05/12	Friday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	3	MWASH
10/08/12	Monday	5:25 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	5	MWASH
				\$1,900.00								5
Line: 2												
10/03/12	Wednesday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	1	MWASH
10/04/12	Thursday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	3	MWASH
10/04/12	Thursday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	2	MWASH
10/05/12	Friday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	4	MWASH
10/08/12	Monday	1:28:51 PM	1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	5	MWASH
				\$3,750.00								5
Line: 3												
10/03/12	Wednesday		1:00	\$1,300.00			7:00 PM-7:30 PM	SHERROD BROWN		P-3	1	MWASH
10/04/12	Thursday		1:00	\$1,300.00			7:00 PM-7:30 PM	SHERROD BROWN		P-3	2	MWASH
10/05/12	Friday		1:00	\$1,300.00			7:00 PM-7:30 PM	SHERROD BROWN		P-3	3	MWASH
10/05/12	Friday		1:00	\$1,300.00			7:00 PM-7:30 PM	SHERROD BROWN		P-3	4	MWASH
10/08/12	Monday	7:04:56 PM	1:00	\$1,300.00			7:00 PM-7:30 PM	SHERROD BROWN		P-3	5	MWASH
				\$6,500.00								5
Line: 4												
10/04/12	Thursday		1:00	\$5,000.00			10:00 PM-11:00 PM	SHERROD BROWN		P-3	1	MWASH
				\$5,000.00								1
Line: 5												
10/05/12	Friday		1:00	\$3,200.00			10:00 PM-11:00 PM	SHERROD BROWN		P-3	1	MWASH
				\$3,200.00								1
Line: 6												
10/02/12	Tuesday		1:00	\$7,000.00			8:00 PM-9:00 PM	SHERROD BROWN		P-3	1	MWASH
				\$7,000.00								1
Line: 7												
10/07/12	Sunday	7:19:27 PM	1:00	\$4,800.00			(9:00:00 PM-10:00:00	SHERROD BROWN		P-3	1	MWASH
				\$4,800.00								1
Line: 8												
10/03/12	Wednesday		1:00	\$7,000.00			8:00 PM-9:00 PM	SHERROD BROWN		P-3	1	MWASH
				\$7,000.00								1
Line: 9												
10/04/12	Thursday		1:00	\$7,600.00			8:00 PM-9:00 PM	SHERROD BROWN		P-3	1	MWASH
				\$7,600.00								1

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 63113												
Line: 10												
10/06/12	Saturday	7:58:56 AM	1:00	\$450.00			CBS This Morning Sat	(8:00:00 AM-9:00:00 A) SHERROD BROWN		P-3	1	MWASH-
				\$450.00							1	
Line: 11												
10/06/12	Saturday	9:35:14 AM	1:00	\$450.00			CBS This Morning Sat	(9:00:00 AM-10:00:00) SHERROD BROWN		P-3	1	MWASH-
				\$450.00							1	
Line: 12												
10/07/12	Sunday	11:11:34 AM	1:00	\$900.00			CBS Sun Morning	(10:00:00 AM-10:30:00) SHERROD BROWN		P-3	1	MWASH-
				\$900.00							1	
Line: 13												
10/07/12	Sunday	10:53:34 AM	1:00	\$900.00			CBS Sun Morning	(9:30:00 AM-10:00:00) SHERROD BROWN		P-3	1	MWASH-
				\$900.00							1	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	

[Filtered by:] [Sorted by: Station]